

Reactivation Campaign Kit

Wake up dormant customers with honest math and tier-specific sequences. Recover 3-7% of a dead list in 30 days without begging or deep discounts.

\$47 one-time

INSTANT DELIVERY · LIFETIME UPDATES

Reactivation Campaign Kit

Wake up the dead list. Real math, real templates, real numbers.

A Black Flag Media Playbook

You have a list. Some of them stopped answering. Most owners write those people off. That is a mistake with a dollar sign attached.

This kit is the exact tag setup, the exact list criteria, the exact templates, and the exact honest numbers. No hype. No 25% response fantasy. Just what works.

PART 1: THE 15-MINUTE QUICK WIN

Before you read the rest of this playbook, run the play in the next 15 minutes. Prove the mechanic works on 20 people. Then come back and scale it.

The play

Send one SMS to 20 dormant contacts from your personal number. Not a shortcode. Not "support@". You.

Step 1: Pull the list (5 minutes)

Open your CRM. Filter for contacts that match ALL of these:

- Last purchase: 90 to 365 days ago
- Phone number on file
- SMS opt-in: yes
- Tag "do-not-contact": no
- Tag "active-client": no

Sort by "last purchase date" descending. Take the top 20. That is your test list.

If your CRM cannot filter that way, open the customer list, scroll, and hand-pick 20 people you personally worked with in the last year and have not heard from.

Step 2: Add one tag (2 minutes)

Add a tag called `reactivation-test-2026-q3` to those 20 contacts. Now you can measure results and exclude them from future test batches.

Step 3: Send this exact SMS (5 minutes)

```
Hey [FIRST NAME], [YOUR FIRST NAME] here from [BUSINESS]. Was thinking about you today. How's [SPECIFIC THING THEY BOUGHT / WORKED ON WITH YOU]? No agenda, just checking in.
```

Two rules:

1. Send one at a time, or use your CRM's personalized SMS send (not bulk broadcast). It has to look like a text, not a marketing blast.
2. The `[SPECIFIC THING]` bracket is not optional. "How's the puppy?" beats "how are you?" every time. If you cannot remember what they bought, they were not worth the test.

Step 4: Watch the next 3 hours (3 minutes of active work)

Reply within 15 minutes to every response. Not a template. A human sentence. If they book, book them. If they chat, chat.

What you should see

- 4 to 8 replies (20% to 40% of a small, well-picked test list)
- 1 to 3 conversations that turn into "actually, I've been meaning to..."
- 0 to 2 bookings inside 48 hours
- 1 to 2 unsubscribes or dead sends

If you get zero replies, your list picking was wrong. Not the play.

Why this works before the full system

The 15-minute test proves three things:

1. Your list still has warm bodies on it
2. Your SMS number can send without carrier flags
3. Your reply speed is a real bottleneck (this is the one most owners fail)

Now read the rest.

PART 2: REACTIVATION MATH (REAL NUMBERS)

Most reactivation guides quote 15% to 25% "response rates" and \$50,000 payouts on paper. That math is a fairy tale. It confuses response with revenue and inflates every number in the funnel.

Here is the honest version.

The honest funnel

For a dormant list (60+ days quiet, still opted-in), a well-crafted multi-touch sequence produces this on average:

```
1,000 dormant contacts sent
  ↓ 5% to 10% respond in some form (reply, click, open-with-intent)
50 to 100 respondents
  ↓ 15% to 25% of respondents book / schedule / start a cart
8 to 25 bookers
  ↓ 20% to 40% of bookers close
2 to 10 closed sales
```

Range on 1,000 dormant contacts: **2 to 10 closed sales**. That is a 0.2% to 1% conversion of the raw list.

On a \$500 average order value, that is **\$1,000 to \$5,000 in recovered revenue** per campaign.

Why the "15% response" claim is wrong

The 15% to 25% figure often quoted (frequently attributed to Harvard Business Review or Adobe without a citation link) usually measures:

- Email opens on the FIRST touch of a re-engagement flow
- On a list that was warm 30 to 60 days ago, not truly dormant
- Counted as "engagement" not "conversion"

An open is not a response. A response is not a booking. A booking is not a sale.

Rule: every number you promise your owner-brain must be a number that shows up on the bank statement. Everything else is vanity.

The honest math for your 500-dormant list

500 dormant contacts, \$500 average sale, one campaign:

- Low end (0.2% close): 1 sale = \$500
- Mid (0.5% close): 2 to 3 sales = \$1,000 to \$1,500

- High (1% close): 5 sales = \$2,500

Cost: 3 hours of setup + your CRM sends + your time on replies. Effective ROI: 8x to 40x on the campaign.

That is still worth doing. Just not for the reasons the fake math says. It is worth doing because:

1. Every closed sale is a customer you already paid to acquire once. You are not paying acquisition cost twice.
2. Reactivated customers have a 60% to 70% higher second-year LTV than first-time customers (KLAVIYO 2023 benchmark study).
3. You clean the list. Dead weight comes off. Deliverability climbs. Every future email works harder.

Compounding math (four quarterly campaigns)

Run the sequence quarterly on a list that grows dormant contacts by 30% year over year (typical service business):

- Q1: 500 dormant, 3 closes, \$1,500
- Q2: 550 dormant, 3 closes, \$1,500
- Q3: 600 dormant, 4 closes, \$2,000
- Q4: 650 dormant, 4 closes, \$2,000

Year one: 14 closes, \$7,000 recovered revenue. Real number. Boring. Reliable.

Now multiply by higher AOV. Bookkeeper at \$2,400 average = \$33,600/year. Dog trainer at \$3,500 average = \$49,000/year. HVAC install at \$8,000 average = \$112,000/year.

The math scales with your ticket, not with hype.

One-line rule to tape to your monitor

If your reactivation math promises more than 1% of the raw list closing, someone is lying to you or to themselves.

PART 3: THE 4-TIER DORMANT LIST

Not all dormant contacts are the same. A 45-day-quiet buyer needs a different message than a 3-year-cold one. Treating them the same is why "reactivation campaigns" flop.

Segment first. Then talk.

The tiers

Tier	Days quiet	What they are	Message tone	Offer level
1: Quiet	30 to 60	Recent buyer gone silent	Friendly check-in	None
2: Lapsed	60 to 180	Slipped the cycle	Warm re-engage	Soft
3: Cold	6 to 12 months	Dropped off completely	Direct reason-to-return	Hard offer
4: Dead	12+ months	Might have moved on	Last chance + suppress	Break-glass

TIER 1: QUIET (30 to 60 days)

Trigger criteria (all must be true):

- Last purchase or last activity: 30 to 60 days ago
- No open ticket, no pending appointment
- Opted in to at least one channel
- No "active-client" or "in-progress" tag

Who these people are: They just bought or engaged. They liked it. Life got in the way of the follow-up. This tier has the highest recovery rate in the whole system.

Message tone: You, being a decent human. No "we noticed you've been inactive." Nobody wants to be surveilled.

Offer level: NONE. Do not sell. Offering a discount here trains repeat customers to wait for discounts. You are checking in, not liquidating.

Close / remove-from-list criteria:

- Books or buys: exit to sales flow, tag `reactivated-t1`
- Replies with intent: pause automation, human takes over
- Two touches with zero response: promote to Tier 2 flow in 30 days
- Unsubscribes: exit, tag `do-not-contact`

TIER 2: LAPSED (60 to 180 days)

Trigger criteria:

- Last purchase or booking: 60 to 180 days ago
- Opted in
- Not currently in another sequence
- No returned/refunded flag on last order

Who these people are: They missed the normal reorder cycle. Might have tried a competitor once. Not gone, just distracted.

Message tone: Warm. Value-first. You show up with something useful before you ask for anything. Frisella-style: no whining, no "we miss you so much" theatrics.

Offer level: SOFT. Add-on, upgrade, priority scheduling, or a low-risk trial. NOT a discount on the core product.

Close / remove-from-list criteria:

- Books or buys: exit, tag `reactivated-t2`
- Clicks value link twice: mark "warm re-engaged," feed to normal nurture
- Full 7-touch complete with zero action: promote to Tier 3
- Unsubscribes: exit

TIER 3: COLD (6 to 12 months)

Trigger criteria:

- Last purchase: 6 to 12 months ago
- Opted in
- Not previously suppressed
- Has clicked or opened something in the last 90 days (any channel)

Who these people are: They chose someone else, or their situation changed. You need to give them an actual reason, not a hug.

Message tone: Direct. Hormozi-style. "Here is what I have. Here is what it costs. Here is why now."

Offer level: HARD. Real discount (15% to 25%), real deadline (7 to 14 days), real reason (honest, not manufactured urgency).

Close / remove-from-list criteria:

- Books or buys: exit, tag `reactivated-t3`
- Clicks offer, no purchase: mark "cart-abandoner," 3-touch abandoned cart flow
- Full 7-touch complete: promote to Tier 4
- Unsubscribes: exit

TIER 4: DEAD (12+ months)

Trigger criteria:

- Last purchase: 12+ months ago

- Opted in (this is about to end)
- Has NOT opened or clicked in 90+ days
- No "do-not-contact" tag

Who these people are: Probably gone. Might have moved, closed their business, switched providers, or their needs changed. Some percentage are still salvageable. The rest are hurting your deliverability.

Message tone: Honest. "We're about to stop emailing you. Speak now or we let you go."

Offer level: BREAK-GLASS. Your best possible offer, one time, hard deadline. Not a sale. A ceremony.

Close / remove-from-list criteria:

- Books or buys: exit, tag `reactivated-t4-legend` (rare, valuable)
- Replies YES or engages: keep, feed to Tier 3 quarterly flow going forward
- Full 7-touch complete with zero engagement: **SUPPRESS PERMANENTLY.** Tag `dead-list-2026-q3`. Do not email again unless they opt back in through a form.
- Unsubscribes: exit

The tier-suppression rule

If you never take dead weight off your list, three things happen:

1. Deliverability tanks (inbox providers watch engagement rates)
2. Every future campaign underperforms
3. You lie to yourself about "list size"

A clean 800-contact list beats a dirty 5,000-contact list every day of the week.

Suppress once. Send to the people still there. Watch open rates climb 20 to 40 percentage points inside two months.

PART 4: THE 7-TOUCH REACTIVATION SEQUENCE (PER TIER)

Same skeleton across tiers. Different tone, different offer, different exit conditions.

The universal 7-touch skeleton

Touch	Day	Job	Channel
1	Day 0	Soft check-in	SMS or personal email

Touch	Day	Job	Channel
2	Day 3	Value bomb	Email
3	Day 7	Soft offer	Email
4	Day 12	Hard offer	SMS + email
5	Day 17	Last chance	Email
6	Day 22	"Should we say goodbye?"	Email
7	Day 25	Suppress notice	Email

You do not need all 7 for every tier. Tier 1 usually stops at touch 3. Tier 4 runs the full 7. See per-tier notes below.

TIER 1 SEQUENCE (Quiet, 30 to 60 days)

Runs touches 1, 2, and 3 only. Then exits to normal nurture. No hard sell, ever. Selling to a 30-day-quiet buyer is how you lose them.

Touch 1: Soft check-in (Day 0, SMS from personal number)

Hey [FIRST NAME], [YOUR FIRST NAME] from [BUSINESS]. Was thinking about you today.
How's [SPECIFIC THING]? No agenda.

Touch 2: Value bomb (Day 3, email) Subject: Something you might want

[FIRST NAME] -

Following my text. Wanted to send you something useful whether we ever work together again or not.

[LINK TO SPECIFIC RESOURCE tied to what they bought last time]

No response needed. Just wanted you to have it.

- [YOUR NAME]

Touch 3: Soft offer (Day 7, email) Subject: Small thing for past clients

[FIRST NAME] -

Last note this month. If you ever want a [SPECIFIC LOW-RISK OFFER: quick tune-up, check-in call, free add-on to a normal booking], reply here. No pressure.

Otherwise you'll hear from me again in a few weeks when we drop the [NEXT USEFUL THING].

- [YOUR NAME]

Exit rules: any reply pauses, any book/buy exits, complete-sequence pushes to normal nurture and clears the reactivation tag.

TIER 2 SEQUENCE (Lapsed, 60 to 180 days)

Runs touches 1, 2, 3, and 4. Value-first, soft-then-soft-hard.

Touch 1: Soft check-in (Day 0, email or SMS) Subject: Been a minute

[FIRST NAME] -

[YOUR NAME] from [BUSINESS]. Realized it's been [X months] since we [WHAT WE DID]. Just checking in.

No offer. No ask. If you're up for a two-minute reply telling me how things are going, I'd like that. If not, no worries.

- [YOUR NAME]

Touch 2: Value bomb (Day 3, email) Subject: The [thing] I promised past clients

[FIRST NAME] -

Sent you a note earlier this week. Here's something more useful than a note.

[LINK: guide, tool, template, walkthrough that solves a real problem for their type]

If you know someone who'd want this too, forward it. If not, no response needed.

- [YOUR NAME]

Touch 3: Soft offer (Day 7, email) Subject: Priority scheduling for past clients

[FIRST NAME] -

Quick note. We're holding [X spots / limited inventory / a small window] this month for past clients only.

If you want in, reply "spot" and I'll grab you one. Not a sales call, just first pick before we open it up.

Details: [WHAT / WHEN / WHY LIMITED]

- [YOUR NAME]

Touch 4: Hard offer (Day 12, SMS + email)

SMS:

Hey [FIRST NAME], quick one: we're doing [SPECIFIC OFFER] for past clients this month, ends [DATE]. Want me to save you a spot? Reply YES.

Email subject: The [offer] closes [date]

[FIRST NAME] -

Last note on this. We're doing [SPECIFIC OFFER] for past clients this month.

- What: [what they get]
- Value: [dollar figure or hours saved]
- Deadline: [7 to 14 days out]
- Why: [honest reason: slow spot on the schedule, testing a new offer, want past clients back]

If you want it, [SPECIFIC ACTION: reply, click, call]. If not, no hard feelings and I'll leave you alone on this one.

- [YOUR NAME]

Exit rules: any reply pauses, any book/buy exits, complete-sequence promotes to Tier 3 in 30 days.

TIER 3 SEQUENCE (Cold, 6 to 12 months)

Runs touches 1, 3, 4, 5, and 6. Skips the value bomb (they don't remember you well enough to value your "value"). Straight to reason-to-return.

Touch 1: Soft check-in (Day 0, email) Subject: Quick check-in from [YOUR NAME]

[FIRST NAME] -

Realized it's been almost a year since we [WHAT WE DID].

No agenda. Just wanted to see if [THING WE HELPED WITH] is still working for you, or if things changed.

- [YOUR NAME]

Touch 3: Soft offer (Day 7, email) Subject: A reason to come back

[FIRST NAME] -

Following up on my note last week.

Straight ask: if it's been a while because [COMMON REASON: schedule got busy / tried someone else / needs shifted], I get it.

If you want back in, we're running [SPECIFIC OFFER] for past clients through [DATE]. Details below.

- [OFFER]
- [DEADLINE]
- [ACTION]

If not, no offense taken and no more sales notes from me.

- [YOUR NAME]

Touch 4: Hard offer (Day 12, SMS + email)

SMS:

[FIRST NAME], [YOUR FIRST NAME] here. Last time I'll bring this up: [OFFER] for past clients ends [DATE]. Want it? Reply YES. Don't want it? Reply NO and I'll stop.

Email subject: Yes or no, either is fine

[FIRST NAME] -

Text you got today is the same as this. Just want to make it easy to say either way.

- YES → I book you in / send the link
- NO → I move you off the list and stop the notes
- Silence → I try one more time next week, then let you go
- [YOUR NAME]

Touch 5: Last chance (Day 17, email) Subject: Closing this out

[FIRST NAME] -

Not going to keep pingping you. Wanted to give you one clean last shot at [OFFER] before the window closes [DATE].

If you're in, [ACTION]. If not, this is the last one.

- [YOUR NAME]

Touch 6: "Should we say goodbye?" (Day 22, email) Subject: Should I take you off the list?

[FIRST NAME] -

Haven't heard back, which is fine. Life happens.

Two options:

1. Reply KEEP and I keep you on the list, no more sales notes for now, just the occasional useful thing.
2. Do nothing, and I'll take you off in a week.

Either is a valid answer. I'd rather have a small list of people who want to hear from me than a big list of ghosts.

- [YOUR NAME]

Exit rules: any reply keeps them, book/buy exits to sales flow, complete-sequence promotes to Tier 4.

TIER 4 SEQUENCE (Dead, 12+ months, no engagement)

Runs touches 1, 4, 6, and 7. No value bomb (they don't remember you). One direct offer. One goodbye. One suppression notice.

Touch 1: Soft check-in (Day 0, email) Subject: Long time

[FIRST NAME] -

Been over a year since we [WHAT WE DID]. About to clean up my list and wanted to give you a chance to stay on it before I do.

Two paths:

1. Reply anything and you stay.
2. Ignore this and you'll get two more notes, then I'll take you off.

Either is fine.

- [YOUR NAME]

Touch 4: Hard offer / break-glass (Day 12, email + SMS)

Email subject: The comeback offer (past clients only)

[FIRST NAME] -

One offer, hard deadline, then I let you go.

We're doing [BEST POSSIBLE OFFER YOU HAVE for a past customer: significant discount, bundle, priority everything] for people who bought from us more than a year ago.

- What: [detailed]
- Value: [dollar / time]
- Deadline: [7 days out]
- Why: [honest: quarterly reactivation push / clearing the list / launching a new thing]

If you want it, [ACTION]. If not, one more note next week, then goodbye.

- [YOUR NAME]

SMS:

[FIRST NAME], one-time offer for old clients: [OFFER]. Ends [DATE]. Interested?
Reply YES.

Touch 6: "Should we say goodbye?" (Day 22, email) Subject: Final check before I take you off

[FIRST NAME] -

Two options:

1. Reply anything and you stay on the list, no more sales pushes.
2. Silence, and I'll take you off in 3 days.

No hard feelings either way. Just don't want to be the noise in your inbox.

- [YOUR NAME]

Touch 7: Suppress notice (Day 25, email) Subject: Taking you off the list

[FIRST NAME] -

Taking you off my list today. Freeing you up to hear from people you actually want to.

If life changes and you want back in someday, [WEBSITE / FORM LINK].

Thanks for the past business.

- [YOUR NAME]

Exit rules: any reply keeps them, book/buy is rare-and-legendary, silence = permanent suppression
tag dead-list-2026-q3 .

PART 5: FULL TEMPLATE LIBRARY (INLINE)

Every template inline, indexed, with tier and industry adjustments.

5.1 CHECK-IN TEMPLATES (Touch 1)

T-01 • SMS • Universal • Tier 1

Hey [FIRST NAME], [YOUR FIRST NAME] here from [BUSINESS]. Was thinking about you today. How's [SPECIFIC THING]? No agenda, just checking in.

T-02 · Email · Universal · Tier 2 Subject: Been a minute

[FIRST NAME] -

[YOUR NAME] from [BUSINESS]. Realized it's been [X months] since we [WHAT WE DID]. Just checking in.

No offer. No ask. If you're up for a two-minute reply telling me how things are going, I'd like that. If not, no worries.

- [YOUR NAME]

T-03 · Email · Universal · Tier 3 Subject: Quick check-in from [YOUR NAME]

[FIRST NAME] -

Realized it's been almost a year since we [WHAT WE DID].

No agenda. Just wanted to see if [THING WE HELPED WITH] is still working for you, or if things changed.

- [YOUR NAME]

T-04 · Email · Universal · Tier 4 Subject: Long time

[FIRST NAME] -

Been over a year since we [WHAT WE DID]. About to clean up my list and wanted to give you a chance to stay on it before I do.

Two paths:

1. Reply anything and you stay.
2. Ignore this and you'll get two more notes, then I'll take you off.

Either is fine.

- [YOUR NAME]

T-05 · SMS · Service business · Tier 1

Hey [FIRST NAME], [YOUR NAME] here. Been thinking about [SPECIFIC SERVICE / PROJECT / RESULT]. How's it holding up?

T-06 · SMS · Product / e-commerce · Tier 1

Hey [FIRST NAME], [YOUR NAME] from [BRAND]. Just wondering how the [PRODUCT] is treating you. Any issues let me know direct.

T-07 · Email · Recurring subscription cancelled · Tier 2 Subject: Since you left

[FIRST NAME] -

You cancelled [SUBSCRIPTION NAME] on [DATE, MONTHS AGO]. No pitch here.

Just curious what changed for you. Was it price, fit, timing, or something on our end?

Two-line reply gets a two-line reply back. Helps me get better either way.

- [YOUR NAME]

5.2 VALUE-BOMB TEMPLATES (Touch 2)

T-08 · Email · Universal · Tier 1 or 2 Subject: Something you might want

[FIRST NAME] -

Following my text. Wanted to send you something useful whether we ever work together again or not.

[LINK TO SPECIFIC RESOURCE]

No response needed.

- [YOUR NAME]

T-09 · Email · Service (dog training / coaching / consulting) · Tier 2 Subject: Free [ASSET] for past clients

[FIRST NAME] -

Wrote up [SPECIFIC GUIDE / CHECKLIST / WALKTHROUGH] this week. Sending it to past clients first before I put it up publicly.

[LINK]

Sharing button at the bottom if you know anyone it'd help.

- [YOUR NAME]

T-10 • Email • Product • Tier 2 Subject: How to get more out of [PRODUCT]

[FIRST NAME] -

Made a short video on [SPECIFIC WAY TO GET MORE VALUE FROM PRODUCT]. Wish I'd sent this the day you bought.

[LINK: 2 to 4 minutes]

Not selling anything. Just wanted you to have it.

- [YOUR NAME]

5.3 SOFT-OFFER TEMPLATES (Touch 3)

T-11 • Email • Universal • Tier 1 Subject: Small thing for past clients

[FIRST NAME] -

Last note this month. If you ever want a [FREE ADD-ON / QUICK TUNE-UP / CHECK-IN CALL], reply here.

No pressure. Otherwise you'll hear from me when the next useful thing drops.

- [YOUR NAME]

T-12 • Email • Universal • Tier 2 Subject: Priority scheduling for past clients

[FIRST NAME] -

We're holding [X spots / limited inventory / a small window] this month for past clients only.

If you want in, reply "spot" and I'll grab you one. Not a sales call, just first pick before we open it up.

Details: [WHAT / WHEN / WHY LIMITED]

- [YOUR NAME]

T-13 • Email • Service • Tier 3 Subject: A reason to come back

[FIRST NAME] -

Straight ask: if it's been a while because [COMMON REASON], I get it.

If you want back in, we're running [OFFER] for past clients through [DATE].

- [OFFER]
- [DEADLINE]
- [ACTION]

If not, no offense taken.

- [YOUR NAME]

5.4 HARD-OFFER TEMPLATES (Touch 4)

T-14 • SMS • Tier 2 or 3

Hey [FIRST NAME], quick one: we're doing [OFFER] for past clients this month, ends [DATE]. Want me to save you a spot? Reply YES.

T-15 • Email • Universal • Tier 2 or 3 Subject: The [offer] closes [date]

[FIRST NAME] -

Last note on this. We're doing [OFFER] for past clients this month.

- What: [what they get]
- Value: [dollar figure]
- Deadline: [7 to 14 days out]
- Why: [honest reason]

If you want it, [ACTION]. If not, no hard feelings.

- [YOUR NAME]

T-16 • Email • Tier 4 • break-glass Subject: The comeback offer (past clients only)

[FIRST NAME] -

One offer, hard deadline, then I let you go.

We're doing [BEST OFFER] for people who bought from us more than a year ago.

- What: [detailed]
- Value: [dollar / time]
- Deadline: [7 days out]
- Why: [honest reason]

If you want it, [ACTION].

- [YOUR NAME]

5.5 LAST-CHANCE + GOODBYE TEMPLATES (Touch 5 to 7)

T-17 • Email • Last chance • Tier 3 Subject: Closing this out

[FIRST NAME] -

Not going to keep ping-pong you. One clean last shot at [OFFER] before [DATE].

If you're in, [ACTION]. If not, this is the last one.

- [YOUR NAME]

T-18 · Email · Should we say goodbye · Tier 3 or 4 Subject: Should I take you off the list?

[FIRST NAME] -

Two options:

1. Reply KEEP and you stay, no more sales notes for now.
2. Do nothing, and I'll take you off in a week.

Either is a valid answer. Rather have a small list of people who want to hear from me than a big list of ghosts.

- [YOUR NAME]

T-19 · Email · Suppress notice · Tier 4 Subject: Taking you off the list

[FIRST NAME] -

Taking you off my list today.

If life changes and you want back in someday, [FORM LINK].

Thanks for the past business.

- [YOUR NAME]

5.6 INDUSTRY ADJUSTMENTS

Service business (one-time, high ticket: HVAC, roofing, dog training, coaching, legal)

- Touch 1: reference the specific job. "How's the new AC holding up through the summer?" beats "just checking in."
- Touch 3 soft offer: annual tune-up, refresher session, maintenance visit
- Touch 4 hard offer: 15% off next service OR a related service bundle
- Cadence: quarterly runs, tie to natural seasons

Product business (physical, e-commerce, DTC)

- Touch 1: reference the product. "How's the [PRODUCT] holding up?"
- Touch 3 soft offer: complementary product, refill, free shipping on next order
- Touch 4 hard offer: bundle discount or free-add-on with next purchase (NOT deep percentage off)

- Cadence: monthly or every 6 weeks (product cycle shorter than service)

Recurring subscription (SaaS, membership, monthly service)

- Touch 1: acknowledge the cancel directly. "Since you left" beats pretending it didn't happen.
 - Touch 3 soft offer: come back at same price they cancelled at OR one free month
 - Touch 4 hard offer: annual price locked at old rate + one bonus month
 - Cadence: 30, 90, 180 days post-cancel (bake into your churn workflow)
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PART 6: GHL SETUP WALKTHROUGH

Exact build. If you use another CRM, the pattern is the same, the names of the buttons change.

6.1 Create the four smart lists

Path: `Contacts → Smart Lists → + New Smart List`

Smart List 1: `reactivation-tier-1-quiet` Filters:

- Last Activity Date: 30 to 60 days ago
- Tags: does not include `active-client` , `do-not-contact` , `reactivation-in-flow`
- Opt-in: has phone AND (SMS opt-in = yes OR email opt-in = yes)

Smart List 2: `reactivation-tier-2-lapsed` Filters:

- Last Activity Date: 60 to 180 days ago
- Same exclusion tags
- Same opt-in filter

Smart List 3: `reactivation-tier-3-cold` Filters:

- Last Activity Date: 180 to 365 days ago
- Same exclusion tags
- Same opt-in filter

Smart List 4: `reactivation-tier-4-dead` Filters:

- Last Activity Date: over 365 days ago
- Same exclusion tags
- Same opt-in filter
- Engagement in last 90 days: 0 opens AND 0 clicks (this list gets special treatment)

6.2 Create the workflows

Path: Automation → Workflows → + Create Workflow

Build four workflows, one per tier: `reactivate-t1`, `reactivate-t2`, `reactivate-t3`, `reactivate-t4`.

Trigger for each workflow: contact added to matching smart list tag `enroll-reactivate-t[N]`.

Standard node stack (per workflow):

1. Add tag: `reactivation-in-flow` and `reactivation-in-flow-t[N]`
2. Wait for events branch (event-based exit):
 - If reply on SMS or email: pause workflow, notify assigned user
 - If opportunity created / cart started: exit workflow, tag `reactivated-t[N]`
 - If unsubscribe: exit workflow, tag `do-not-contact`
3. Touch 1 send (day 0)
4. Wait 3 days
5. Conditional: if Tier 1 or 2, send Touch 2 (value bomb). Else skip.
6. Wait to day 7
7. Touch 3 send
8. Wait to day 12
9. Touch 4 send (skip for Tier 1)
10. Wait to day 17
11. Conditional: if Tier 3 or 4, send Touch 5
12. Wait to day 22
13. Conditional: if Tier 3 or 4, send Touch 6
14. Wait to day 25
15. Conditional: if Tier 4, send Touch 7 (suppression notice), then apply tag `dead-list-suppressed-[QUARTER]`, remove from all marketing lists

Exit-cleanup step (final node on every workflow):

- Remove tag `reactivation-in-flow`
- Remove tag `reactivation-in-flow-t[N]`
- Log outcome to custom field `last_reactivation_outcome`

6.3 Enrollment cadence

Two options.

Option A (recommended, quarterly): Manually enroll each tier on the first Tuesday of the quarter. Slow, safe, gives you time to fix mistakes.

Option B (automated, continuous): Recurring workflow scans lists daily, enrolls up to 50/day into each tier. Set send-window to 10 AM local, weekdays only. Never enroll during Nov 25 to Dec 26 (holiday noise).

6.4 Reply handling

Path: Automation → Triggers → + Create Trigger

Create trigger: reactivation-reply-pause

- If: Inbound Message received from contact where tag = reactivation-in-flow
- Then: Remove from workflow, assign to user [OWNER OR SALES REP], create task "Reply to reactivation reply within 60 min"

This is the most important trigger in the whole build. Reply speed is where 80% of the money hides. A 15-minute reply converts 3 to 5x higher than a 4-hour reply on warm-back conversations (Chase Dimond, e-commerce agency data 2022, publicly shared in Klaviyo webinars).

6.5 Suppression audit (run monthly)

Path: Contacts → Advanced Filter

Filter for tag dead-list-suppressed-*. Confirm:

- All are removed from active email lists
- All are removed from active SMS lists
- All still have their history intact (do NOT delete, suppress)

Suppression is not deletion. Deletion loses the record. Suppression stops the sending.

PART 7: AI COMPANION PROMPT PACK

Ten prompts. Paste into Claude, ChatGPT, or your preferred LLM. Each one takes 5 minutes and produces a week of assets.

Prompt 1: Industry-specific offer generator

I run a [INDUSTRY] business. My average sale is \$[X]. My typical past customer bought [WHAT] and hasn't come back in [X months].

Generate 10 reactivation offers I can present to past customers. Each offer must include:

- What they get
- Dollar value
- Why it's specifically for past customers, not new prospects
- Why it doesn't train them to only buy on discount

Rank by likelihood of getting a "yes" from a customer who used to like me.

Prompt 2: Subject line variants

Rewrite this subject line 12 different ways for a reactivation email to lapsed customers (60 to 180 days quiet):

"[YOUR SUBJECT LINE]"

Rules:

- Under 40 characters each
- No emojis
- No fake urgency
- Conversational, not marketing
- Test-worthy variations, not synonyms

Prompt 3: Tier-appropriate tone check

Here is a reactivation message I'm about to send to [TIER, e.g., "Tier 3 cold, 6 to 12 months quiet"]:

[PASTE MESSAGE]

Score it 1 to 10 on:

- Tone match for tier (Tier 1 = friendly, Tier 3 = direct, Tier 4 = honest goodbye)
- Length (shorter is better)
- Believability (does it sound like a human wrote it in one draft?)
- CTA clarity (is the next step obvious?)

Then rewrite it to score 9+ on all four.

Prompt 4: Value-bomb resource ideator

I'm sending a "value bomb" email to past customers who bought [WHAT] from me [X months ago]. I need to link to a specific resource that helps them.

Generate 10 resource ideas I could build or point to. Each should:

- Solve a real problem someone who bought [WHAT] would still be facing today
- Take me under 2 hours to make
- Not require a lead capture (it's for existing customers)
- Give me a reason to say "I made this thinking of people like you"

Prompt 5: Honest "why now" reason generator

I'm running a reactivation offer for past customers. The offer is [WHAT]. I need to explain WHY I'm doing this offer NOW, without lying or manufacturing fake urgency.

Give me 8 honest reasons a small business owner might have. Rank by believability.

Prompt 6: Personal-sounding SMS rewriter

Here is my draft reactivation SMS:

[PASTE]

Rewrite it 5 different ways so it reads like a text I'd send a friend, not a marketing broadcast. Rules:

- Under 160 characters
- No "hey there" or "hope this finds you well"
- No emojis
- Use one specific detail (name, product, date, project)
- Sound like typed on a phone, not composed

Prompt 7: Objection preempt

I'm reactivating past customers with offer [X]. What are the 5 most likely objections or reasons for silence, and what's the one-sentence line I can put in the email that preempts each one without sounding defensive?

Prompt 8: Suppression list letter

Write a "we're taking you off the list" email for customers who haven't opened anything in 12+ months. Rules:

- Honest, not begging
- Give them a clear way to stay if they want
- Under 100 words
- No shame, no guilt trip
- Sign off from a real person, not "the [BUSINESS] team"

Prompt 9: Reply-triage script

When a past customer replies to a reactivation SMS, I need a 30-second triage. Build me a decision tree with:

- 4 typical reply categories
- For each: the ideal human response in under 30 words
- The tag to apply in my CRM
- The next-step action (book, nurture, close, remove)

Prompt 10: Post-campaign debrief

I just ran a reactivation campaign. Here are the numbers:

- List size: [X]
- Total replies: [X]
- Bookings: [X]
- Sales closed: [X]
- Revenue: \$[X]
- Unsubscribes: [X]
- Time invested: [X hours]

Give me:

1. Honest read of what worked and what didn't (no cheerleading)
2. The single biggest lever I should pull differently next quarter
3. A one-page plan for the next campaign in 90 days

PART 8: WHAT NOT TO REACTIVATE

Some fish aren't worth catching. Keeping them on your list costs you deliverability, sender reputation, and time.

5 hard-suppress criteria

1. Refund + complaint history If they refunded AND left a negative note or review, they're not a "reactivation" opportunity. They're a lawsuit-in-waiting. Tag `permanent-suppress-negative` and move on.

2. Chargeback filers Anyone who filed a credit card chargeback (whether they won or not) is out. Payment processors track this. Do not invite them back.

3. 24+ months silent AND zero engagement If they haven't opened, clicked, or replied in 24 months, they are functionally gone. Sending to them hurts your inbox placement for the people who are still there. Suppress after one final Tier 4 sequence.

4. Explicit "unsubscribe from everything" replies Not the standard unsubscribe click. The manual text reply that says "please stop." Honor it forever. Tag `do-not-contact-hard` and never send again, even for transactional.

5. Bounced 3+ times or role-based addresses (info@, admin@, sales@) Bounces destroy deliverability. Role addresses go to whoever is at that desk today, which is not the person who bought. Suppress both.

Why this matters more than reactivating

Every dead-weight contact on your list drags down the send rate for every live one. Gmail and Yahoo throttle senders whose lists have low engagement. A 5,000-contact list with 500 engaged sends WORSE than a clean 500-contact list with 500 engaged.

It doesn't have to be that way. Cut the dead weight. Send to the people who are there. Watch your open rate double inside 60 days.

The best reactivation campaign is the one where you also earn the right to send to the survivors.

PART 9: METRICS THAT MATTER

Five numbers. Log all five per campaign. Track the trend quarter over quarter.

KPI 1: Response rate by tier

Definition: (replies + clicks with intent + inbound calls) / contacts enrolled in that tier's flow.

Realistic ranges:

- Tier 1: 15% to 30%
- Tier 2: 8% to 15%

- Tier 3: 4% to 8%
- Tier 4: 1% to 4%

If a tier drops below the low end, the message is off (usually too salesy for the tier).

KPI 2: Booking rate on responders

Definition: $(\text{bookings created from responders}) / (\text{total responders in tier})$.

Realistic ranges:

- Tier 1: 25% to 40%
- Tier 2: 15% to 25%
- Tier 3: 10% to 20%
- Tier 4: 5% to 15%

If bookings crash relative to responses, the offer is weak or the reply-response is too slow.

KPI 3: Close rate on bookers

Definition: $(\text{paid sales}) / (\text{bookings})$.

Realistic ranges:

- Tier 1: 40% to 60% (they liked you already)
- Tier 2: 25% to 40%
- Tier 3: 20% to 30%
- Tier 4: 15% to 25%

If close rate is low, look at your sales process, not the reactivation flow.

KPI 4: Cost per recovered customer

Definition: $(\text{time cost} + \text{tool cost}) / (\text{paid sales closed})$.

Realistic ranges:

- Solo owner, self-run: \$10 to \$40 per recovered customer
- Owner + one VA / assistant: \$30 to \$80
- Small team + paid tools: \$80 to \$200

Compare against paid ad CAC. If reactivation CAC is under 25% of your paid CAC, run it every quarter for the rest of your business's life.

KPI 5: List-health lift

Definition: (open rate on next 3 campaigns after reactivation + suppression) vs (open rate on prior 3 campaigns).

Realistic lift:

- Small (500 to 2,000 list): +10 to +25 percentage points
- Mid (2,000 to 10,000): +8 to +20 points
- Large (10,000+): +5 to +15 points

If open rates DROP after reactivation, you either sent too aggressively or skipped the suppression step.

PART 10: COMMON MISTAKES

Mistake 1: Spraying the whole list

The temptation: "I'll just send the reactivation email to everyone. More reach, more revenue."

The reality: You blast active clients with a "we miss you" message. They think you don't know who they are. Trust drops. Some unsubscribe. The reactivation campaign LOSES you customers.

Fix: Segment first. Exclude active-client tag from every reactivation send. No exceptions.

Mistake 2: No offer (or vague offer)

The temptation: "I don't want to seem salesy. I'll just check in and hope they book."

The reality: A check-in with no reason to act is a nice-to-see-you. It converts at 0.5% of the rate a specific offer does. You wasted the send.

Fix: Every hard-offer touch has WHAT / VALUE / DEADLINE / WHY. All four. Missing any one drops response by half.

Mistake 3: No real urgency

The temptation: Slap "limited time" on it. Fake countdown timer. Make it feel scarce.

The reality: Past customers can smell manufactured urgency from a mile away. It burns trust. It works once, then it doesn't.

Fix: Real urgency only. "We have 12 spots this month." "Offer ends Friday because that's when I close the books for Q3." "I'm testing this and pulling it in a week." Honest reasons work. Fake ones don't.

Mistake 4: No unsubscribe path

The temptation: Don't include unsubscribe on SMS. Bury it in email. Keep them stuck.

The reality: Illegal (CAN-SPAM Act 2003, TCPA rules). Also, it does the opposite of what you want. People who can't unsubscribe mark as spam. Spam complaints kill deliverability faster than anything.

Fix: Clear opt-out on every send. On SMS: "Reply STOP to opt out." On email: standard unsubscribe link, visible. Every message. Every time.

Mistake 5: Ignoring "why they went quiet"

The temptation: Just send the sequence. Same message to everyone.

The reality: Someone who cancelled because your price went up gets a different message than someone who ghosted after one purchase because life got busy. Same message = miss both.

Fix: In the value bomb or Touch 3, ASK. "Was it price, fit, timing, or something on our end?" A two-line reply from 5 people teaches you more than 100 clicks. Use what you learn to sharpen the next campaign.

PART 11: PROOF (LABELED)

Numbers below are cited with source and year, or labeled as directional composites. No unlabeled composites.

Cited data

- **Second-year LTV lift on reactivated customers: 60% to 70%.** Source: Klaviyo 2023 Retention Benchmark Report (public).
- **Reply-speed conversion multiplier: 3 to 5x for replies inside 15 minutes vs 4+ hours.** Source: Chase Dimond, e-commerce agency data cited in public 2022 Klaviyo webinar.
- **CAN-SPAM Act 2003 opt-out requirement:** federal law, 15 U.S.C. § 7704(a)(3).
- **TCPA SMS consent requirement:** 47 U.S.C. § 227, FCC 2013 clarifications.

Directional composite (labeled)

- Honest funnel math (5% to 10% response, 15% to 25% of responders book, 20% to 40% of bookers close) is a directional composite drawn from BFM's own service-business client data 2024 to 2026 and published Klaviyo / SMS platform benchmarks in the same period. Individual businesses vary widely. Do not present as a guarantee.

What we removed from draft-1

The prior version cited "Harvard Business Review + Adobe: 15 to 25% response rate" without a link. We could not verify the specific source. Removed. If you find the actual study, use its exact language and link it. Never cite what you cannot show.

PART 12: NEXT STEPS (APPENDIX)

Weekend install checklist

Saturday morning (2 hours):

- ☐ Pull four smart lists in your CRM (Tier 1 to 4)
- ☐ Count each. Write the numbers down.
- ☐ Suppress obvious dead weight (bounces, role addresses, explicit stops)

Saturday afternoon (2 hours):

- ☐ Load Templates T-01 through T-19 into your CRM
- ☐ Build the four workflows using Part 6.2 stack
- ☐ Set reply-handling trigger from Part 6.4

Sunday morning (1 hour):

- ☐ Send yourself a test send from each tier's flow
- ☐ Fix formatting, brackets, links
- ☐ Confirm reply routing works

Sunday afternoon (30 minutes):

- ☐ Enroll first 50 Tier 1 contacts
- ☐ Set calendar reminder for Monday 8 AM to watch replies
- ☐ Set calendar for Friday to enroll Tier 2

Week 2:

- ☐ Enroll Tier 3 (higher volume, slower cadence)
- ☐ Enroll Tier 4 (do this LAST, after you've handled Tier 1 to 3 replies)

Week 4:

- ☐ Pull KPI report (Part 9)

- ☐ Log results in a Google Sheet or Notion page you'll actually re-read next quarter
- ☐ Schedule Q+1 campaign on your calendar

The one number to write down today

Open your CRM. Count contacts whose last purchase was 12 to 24 months ago and who have not opened anything in 90 days.

Write it here: _____

That is your Tier 4 launch list. That is also your best deliverability lift opportunity in the entire year.

Ready for us to install this for you?

Every BFM install includes the 4-Tier Wake-Up pre-built as reusable workflows in your CRM. You pick the segment. You hit send. We run it quarterly on autopilot.

Book Your Clarity Call at /plan.

Zero pitch. You leave with a written plan whether we work together or not.

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